

National Women's Health Information Center

One-Year Anniversary

Trends and Features



Sponsored by the Office on Women's Health,
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First Year Statistics 1999



Total Web Site Hits - 18 Million

Total User Sessions - 1.5 Million

Phone Calls - 15,000

Publication Requests - 16,000

E-mails - 1500



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Web Site Usage
www.4woman.gov



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Web Site Usage

- Users currently spend, on average, 12 minutes and 30 seconds browsing the NWHHC site each time they visit.
- As of December 22, 1999, there were 25,278 external web site links available to NWHHC's users. These include the URL's of 3,979 publications and 1,277 organizations available through the searchable database.



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Web Site Usage

Approximately 63,000 (7%) user sessions were from countries other than the US during the past year.

- Canada
- United Kingdom
- Australia
- Japan
- New Zealand
- Germany
- Saudi Arabia
- Mexico
- Netherlands
- United Arab Emirates



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Web Site Usage

- Approximately 78 % of NWHIC's users visit us during the work week, and usually during work hours.
- The top referring sites to NWHIC are:
 - Yahoo
 - Excite
 - Goto.com
 - Hotbot.com
 - Microsoft



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Demographics On-Line Survey Respondents



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Demographics

On-line Survey Respondents



- 1612 respondents between May and September 1999.
- 90 % of users were looking for information for themselves.
- 10 % of users were searching for information to share with a friend or family member, or using the site for some other reason.



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Demographics

On-line Survey Respondents



Type of information survey participants were looking for:
(Respondents could “choose all that apply”)

- 47.8 % -- Just browsing/nothing specific**
- 42.4 % -- Particular disease or condition**
- 39.5 % -- Prevention or wellness information**
- 27.7 % -- Research findings or journal articles**
- 23.3 % -- News**
- 11.2 % -- Medical dictionary**
- 5.1 % -- Health insurance/HMO information**
- 5.1 % -- Health care providers or hospitals**



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Demographics

On-line Survey Respondents



- 56.9 % of NWHIC users rated their Internet skills as "some experience." 18.9% of them rated themselves as "beginners;" 24.2% as "advanced."
- 37.3 % of respondents requested that more information about prevention and wellness be added to the site. Information sorted by age, gender, and race/ethnicity was also requested.
- 30.9 % of respondents said that the Internet is the source they are *most likely to use* when seeking answers to health questions.

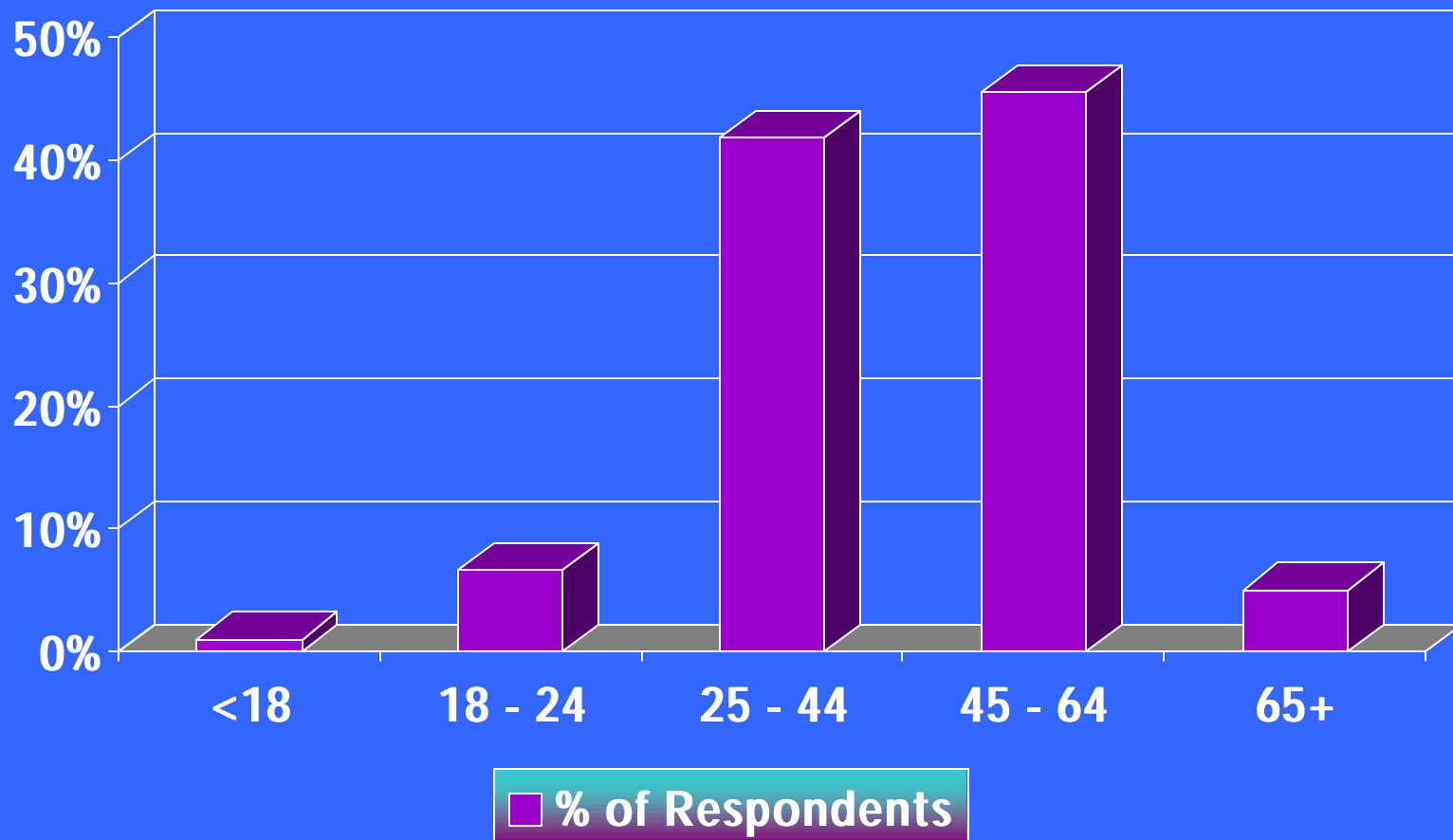


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Demographics

Age Dispersion of Survey Respondents



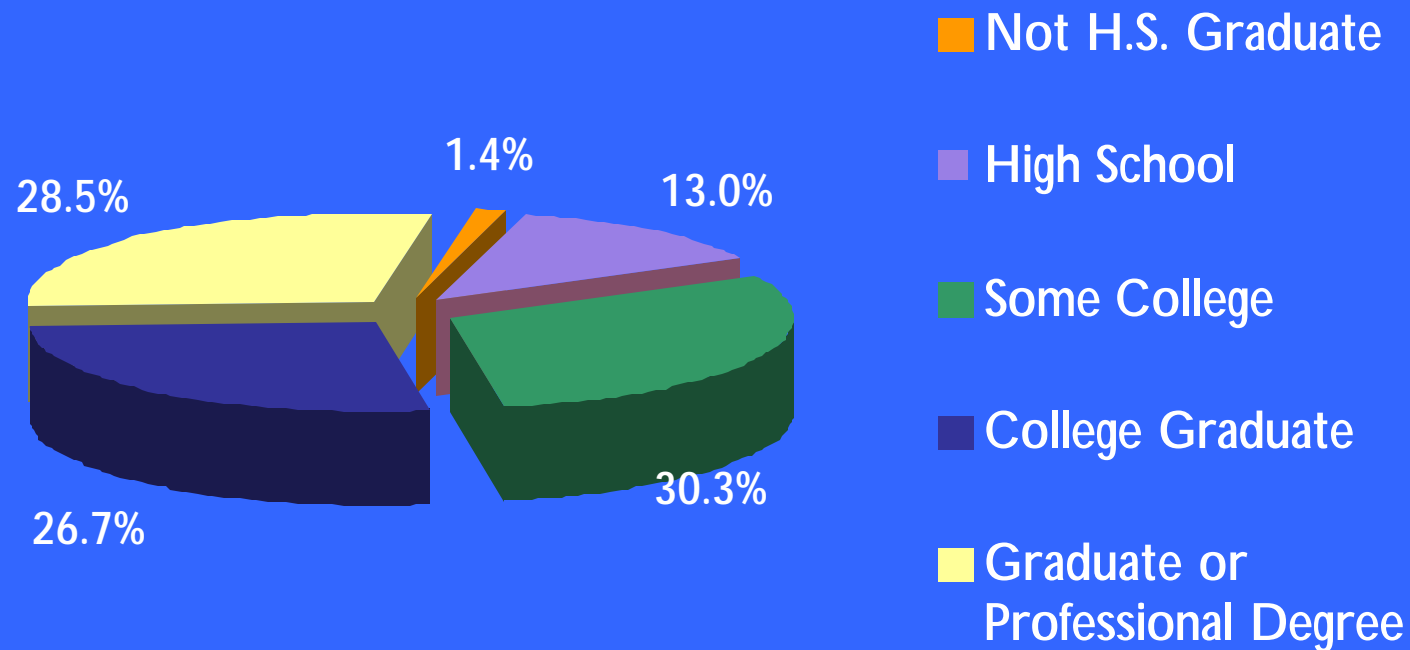
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Demographics



Education Dispersion of Survey Respondents



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Demographics



Racial Demographics of Survey Respondents

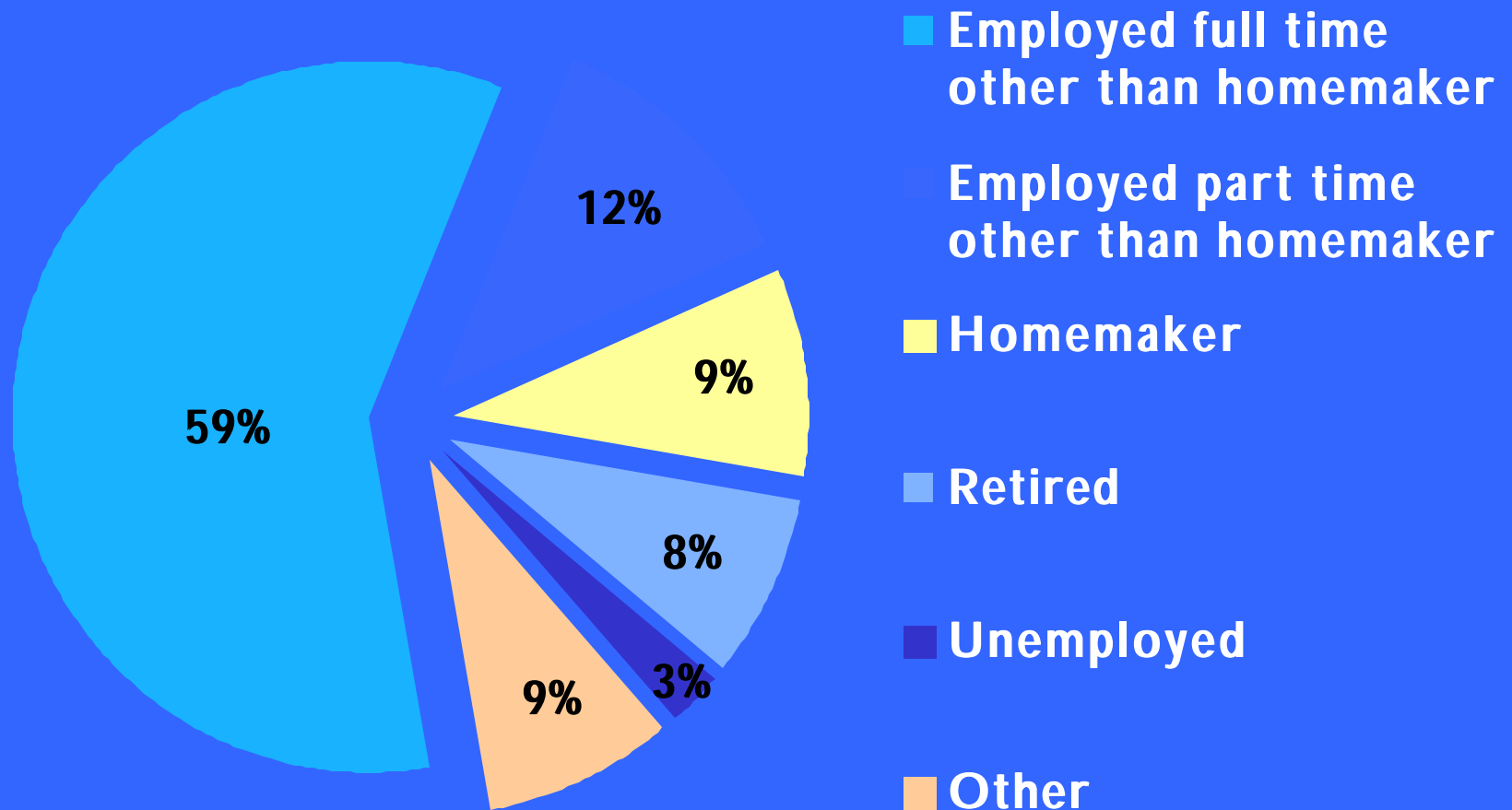
- **White - 88.1 %**
- **African American - 6.3 %**
- **Hispanic - 4.0 %**
- **American Indian or Alaskan Native - 1.7 %**
- **Asian - 1.4 %**
- **Native Hawaiian or other Pacific Islander - 0.2%**



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Employment Demographics of Survey Respondents



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Web Site Special Features & Topics



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Search Topics



NWHIC is being accessed from Internet search engines for a wide variety of women's health topics other than just the most common. Among the terms these users searched (which led them to NWHIC) were:

- Prometrium
- HIV symptoms
- Autoimmune disease
- Ginko biloba
- Insomnia
- Uterine cancer
- Anorexia
- Scoliosis
- Syphilis
- Teen pregnancy



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Most Popular Special Features

The most popular features of the web site in descending order are:

- **Search Feature**
 - Currently nearly 4000 publications on-line (150 added each month; updated monthly)
- **Frequently Asked Questions**
 - Most Frequently linked to by other sites
 - FAQ's related to sexually transmitted diseases are frequently accessed
 - Other popular topics are Insomnia, menopause, and the FAQ's related to cancer.
- **Dictionaries and Journals**



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Other Popular Features



- **Women with Disabilities**
- **Health News and Current events**
- **Information in Spanish**
- **Men's Health**
- **Guest Editor Section**
- **Centers of Excellence**
- **Minority Women**



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Most Frequently Requested Web Pages



- **NWHIC's web site contains over 8,100 pages**
- **Most Accessed single page: Medical Dictionaries and Journals**
- **NWHIC's Guest Editor articles are consistently within the top 50 most pages on the web site during their debut month**



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Most Popular Health Topic From Web Site Users



- 1) Pregnancy
- 2) Alternative Therapies
- 3) Menopause
- 4) Eating Disorders
- 5) Breast Cancer
- 6) HIV/AIDS
- 7) STDs
- 8) Hormone Replacement Therapy
- 9) Contraception
- 10) Health Insurance



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Most Popular Health Topic From NWHIC's Phone Service



- 1) Menopause
- 2) Breast Cancer
- 3) Exercise
- 4) Osteoporosis
- 5) Heart Disease
- 6) Disabilities
- 7) Nutrition
- 8) Hormone Replacement Therapy
- 9) Weight Control
- 10) Alternative Therapies



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Guest Editor Program www.4woman.gov/editor



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Guest Editor Program



Search by Health Topic	Health News and Current Events
Frequently Asked Questions	Dictionaries and Journals
Health Information for Special Groups	Announcements
Información en Español	Office on Women's Health
About NWHIC	Guest Editor <i>Stephanie Young</i> <i>Redbook Magazine</i>
What's New on NWHIC?	Contact Us 1-800-994-WOMAN

NWHIC's Home Page



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Guest Editor Program



NWHIC's guest editor is . . .

[Read Previous Guest Editor Columns](#)



Stephanie Young
Redbook Magazine

. . . discusses the article "The serious illness women - and their doctors - ignore"

Thoughts from our guest editor of the month, Stephanie Young, Senior Health Editor of Redbook Magazine:

Depression occurs so frequently that it's known as the "common cold" of mental illness: It's more common than coronary artery disease, cancer, or AIDS. One in ten Americans adults has experienced an episode of major depression in the previous 12 months, according to the National Comorbidity Survey. Despite its prevalence, depression is still a largely untalked-about condition.



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Information for the Media
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